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CONSUMER TIME

R- 163

GROUP SIX FOODS - CEREALS

NETWORK: NBC

DATE: October 2, 1943

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(Produced by the Food Distribution Administration of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of this program--presented for more than ten years in the interest of consumers.

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TELL
2. JOHN: That's your money buying food.
3. SOUND: CASH REGISTER
4. MAN: That's your money...buying clothes.
5. SOUND: CASH REGISTER.
6. JOHN: That's your money....buying a living in wartime.
7. SOUND: CASH REGISTER.....CLOSE DRAWER.
8. JOHN: And, this is CONSUMER TIME...bringing you today a noted public health and nutrition authority, Colonel Paul P. Lögen with some usable, interesting facts on Group Six of the Basic Seven Food Groups. Group Six is that important food group which embraces bread, flour, and all the cereals. It is a group (PAUSING)...Mrs. Freyman, why are you waving at me so frantically?
9. FREYMAN: Johnny, I was reminding you not to forget.
10. JOHN: Not to forget what?
11. FREYMAN: Not to forget that each and all of the Basic Seven Food Groups are important. No one group--by itself, will do a good job of human nutrition.
12. JOHN: Yes, Mrs. Freyman. This Group Six is of particular interest to me...because I do love my bread...and my breakfast cereals.....

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13. FREYMAN: And you did a thorough clean-up job one Sunday morning over at our house on some wheat cakes.
14. JOHN: That's true. You know, Mrs. Freyman, the story of one man ---who worked with wheat---has been particularly interesting to me.
15. FREYMAN: Who was he?
16. JOHN: Mark Carlton....Mark Alfred Carlton.
17. FREYMAN: Mark Carlton...I'm sorry, Johnny, but I never heard of him.
18. JOHN: Most people haven't. All he cared about was his family-- and wheat.
19. FREYMAN: What did he do.
20. JOHN: It's a complex story...but perhaps it had a definite beginning about 1895--early in March, in South Dakota...where you're likely to get a killing frost in May....
21. SOUND: STORM WIND, WHISTLING AND HOWLING. DOWN FOR RAPS ON DOOR. UP BRIEFLY. DOWN FOR RAPS ON DOOR AND OUT ENTIRELY AS DOOR CLOSES.
22. SOUND: RAPS ON DOOR
23. CARLTON: (OVER STORM) Say, open up in there...it's freezing cold out here...(RAPS AGAIN) Say....
24. SOUND: DOOR OPENS.
25. BORG: (GRUFFLY) Come on in out of the storm, stranger, and get warm.
26. SOUND: DOOR CLOSES. (WIND IS OUT THEN)
27. IONE: (SHE IS SOBBING-- AND AUDIBLE THROUGH FIRST SEVERAL SPEECHES)
28. CARLTON: Thanks...but say, I don't...well, you've got trouble here and I....
29. BORG: We been living with trouble, steady. I'm Peter Borg. I thought I was a wheat farmer.

30. CARLTON: I'm Mark Carlton...with the Government.
31. BORG: We can put you up for the night, Carlton.
32. CARLTON: But you have...well, I mean....
33. IONE: (STILL TERRIFIED) It's all right Mr. Carlton. Guess we can still give house room to a traveler.
34. BORG: My wife, Ione, Mr. Carlton.
35. CARLTON: Glad to meet you, Mrs. Borg.
36. IONE: (GETTING CONTROL OF HERSELF) Sorry you see me this way, Mr. Carlton, but sometimes a body can't stand much more--and a real good cry sorta helps.
37. CARLTON: Well, I guess...that is...
38. BORG: You saw what it was like outside, didn't you, Carlton?
39. CARLTON: Yes. Nasty, cold...bitter.
40. BORG: Uh-huh, and every last blade of our wheat's been winter killed.
41. IONE: (STILL UPSET) Tⁱisn't like it was the first time, Mr. Carlton.
42. BORG: No. Two years ago the drought got the wheat. Three years before that, it was the black rust.
43. CARLTON: I don't know what to say Borg...to tell you how...
44. BORG: Nothing a man can say...except that wheat farmers...out this way...are fools! Plain and fancy, double-trimmed fools for even tryin' to raise a crop of wheat.
45. CARLTON: Borg, wheat's a tough gamble. I know that. I was^a/kid in Kansas myself.
46. BORG: Why do wheat farmers keep on...'till we're broke, an' old, an' bone-tired?
47. IONE: Peter we raise wheat 'cause some of us, down deep inside, know that people, must be fed...and we got a notion that people are worth feeding.....

48. CARLTON: That's it, Mrs. Borg.
49. BORG: I see what you mean, Ione...and maybe you're right. But me...tonight--I--hate--wheat. But seems like I'm bound to keep on trying to make it grow...more wheat, better wheat.
50. CARLTON: That's my job, too, Borg...with the Government...trying to help farmers grow more wheat, better wheat.
51. BORG: They gave you quite a job, Carlton.
52. CARLTON: Yes, they did.
53. BORG: Are you gonna bring moisture to this dry land? Are you gonna mix a medicine to cure wheat of the black rust? Are you going to warm up these prairies so the plants don't winter kill?
54. CARLTON: I can't give you the answers, Borg...and you know it.
55. BORG: Then why are you out here?
56. CARLTON: Trying to learn more about wheat...so I can get some of those answers.
57. BORG: If you get 'em.
58. CARLTON: I'll keep on trying.
- PAUSE:
59. JOHN: And Mark Carlton came back to his dingy Washington office after talking with dozens...hundreds, of farmers. His office was quite...but Carlton was not.
60. CARLTON: (THROWING BOOKS ON FLOOR: TALKING TO HIMSELF) Confound it! I've got to find wheat that will grow and let those farmers make a living. I've got to.
61. VOICE I: (FILTER - WHISPER) There's a purple wheat in Abyssinia...
62. VOICE II: (FILTER - WHISPER) There's a little, dwarf wheat in India...
63. VOICE III: (FILTER - WHISPER) There's a funny, bearded wheat in Japan...
64. CARLTON: Too many wheats...but I need the right few....

65. VOICE I: (FILTER - WHISPER) Use that thing you call a brain, Carlton.
Remember those Mennonite farmers on the Dakota Plains?...
66. CARLTON: Those mennonites.....Mennonites...Miss Phillips...Miss
Phillips... ..
67. PHILLIPS: Yes, Mr. Carlton.
68. CARLTON: Do you have those notes I took on the Mennonite Farmers?
69. PHILLIPS: Yes, Mr. Carlton, right here. Do you want them?
70. CARLTON: Read them back to me, please.
71. PHILLIPS: Yes, Mr. Carlton. "Dakota Mennonite farmers get wheat crops
when other farmers fail. They use a mongrel seed they call
Turkey Red which they brought to this country as immigrants."
72. CARLTON: Immigrants. Mennonite immigrants...from Russia. That's
the answer, Miss Phillips....Russia.
73. PHILLIPS: Yes, Mr. Carlton. Russia is what answer?
74. CARLTON: Look at the maps. Great parts of Russia are almost exactly
like our western wheat prairies. We need Russian wheats.
75. PHILLIPS: Yes, Mr. Carlton...if you say so...
76. CARLTON: Our own western wheats are sissies, mongrels...not made to
stand fierce cold....scorching heat. But in Russia...for
thousands of years....they've been growing wheats that
would defy the breath of Satan or the curse of the Arctic.
77. PHILLIPS: Yes, Mr. Carlton.
78. CARLTON: I've got to go to Russia, Miss Phillips.
79. PHILLIPS: Yes, Mr. Carlton...but/^{you}don't even speak the language...
80. CARLTON: No matter...I must go to Russia...for wheat.
81. PHILLIPS: Yes Mr. Carlton...only....

82. JOHN: And despite every objection, Mark Carlton did go to Russia ...twice. He roamed the Ukraine. He prowled Siberia. And he found the Kharkov, a winter wheat and the Kubanka... a spring wheat. To his friends, the Borgs, went some of the early sample seed...and Mark Carlton visited them again in August....1904
83. BORG: Carlton...you know what last winter was out here, but did it kill Kharkov, (LAUGHS HEARTLY) Every time Jack Frost bit at the Kharkov, the little wheat would laugh and say, "Now, bring on some winter." That, when the thermometer stood 30 degrees below.
84. CARLTON: No winter kill then, eh, Borg?
85. BORG: Not a blade...and such a yield! Thirty-two bushels and more to the acre! But Kharkov is not finer than your Kubanka spring wheat.
86. CARLTON: Oh but, this is a bad wheat year.
87. BORG: For my neighbors..yes. But not for me.
88. CARLTON: But the black rust has killed off 50...maybe 75 percent of the spring wheat.
89. BORG: Yes. But not Kubanka.
90. CARLTON: It wasn't killed by the black rust?
91. BORG: Carlton, no wheat can live when black rust comes...only.. Kubanka does...! It's scarcely been touched by the rust!
92. CARLTON: That's news to me...Great news...I knew Kubanka could stand drought...but black rust...well, I didn't know that.
93. BORG: In a few years...these new wheats mean more bread...more food for millions of people. Wheat farmers and the world ...owe you much, Mark Carlton.

PAUSE:

94. FREYMAN: Well, Johnny, wheat and the other cereals certainly play an important part in the food of man.
95. JOHN: Yes, Mrs. Freyman...and I have a man here who's mighty well qualified to talk about cereals...and food.
96. FREYMAN: And he is?
97. JOHN: Colonel Paul P. Logan, Assistant Chief of Subsistence, office of the Quarter Master General. Mrs. Freyman, Colonel Logan.
98. AD LIB: How do you do.
99. FREYMAN: Colonel Logan, I realize that all of the foods in the Basic Seven Groups are necessary and important...but I'd particularly like to get some facts from you on Group Six.... the cereals.
100. LOGAN: Certainly, Mrs. Freyman...and they're mighty important in the Army.
101. FREYMAN: Just why is it that we need cereals, Colonel Logan?
102. LOGAN: There are a lot of reasons. Two very important ones are because of the proteins and carbohydrates.
103. FREYMAN: Proteins and carbohydrates.
104. LOGAN: Yes, proteins for building and maintaining the body and carbohydrates for energy...fuel. Another favorable thing about cereals is that they're relatively cheap.
105. FREYMAN: Do the cereals also furnish minerals and vitamins?
106. LOGAN: Many of the cereals furnish considerable amounts of some of the vitamins...and minerals...if those vital food elements aren't taken away from them.
107. FREYMAN: You imply that they have been taken away.

108. LOGAN: Our appetites for very white bread and heavily milled grains have resulted in having some of our flour, and cereals so highly refined that we actually robbed them of desirable food elements.
109. FREYMAN: That seems rather peculiar.
110. LOGAN: Perhaps so...but it happened. Fortunately, we've made a good deal of progress and now have the vitamins, thiamin, niacin, riboflavin and the mineral iron back in our white bread and flour. Some also have calcium and Vitamin D.
111. FREYMAN: You mean the "enriched" bread we see in the stores now?
112. LOGAN: Yes...enriched bread and enriched flour.
113. FREYMAN: Do these enriched breads or flours taste any different, Colonel Logan?
114. LOGAN: Not a bit, Mrs. Freyman. Not even an Army Mess Sergeant with 30 years experience could tell the difference.
115. FREYMAN: You know, Colonel Logan, when I think of the word cereals, I think of breakfast foods.
116. LOGAN: Well, they're important cereal sources for a lot of us... and good ones too. One excellent fact about them is that they offer a variety of cereals...wheat, corn, rice, oats and others.
117. FREYMAN: Oatmeal is a favorite at our house.
118. LOGAN: Well, it's an excellent food too. It helps, like the other cereals...to give the good, solid breakfast we need to do a full day of wartime work.
119. FREYMAN: Is some one variety of cereal preferred above all others?
120. LOGAN: From a nutritional sense, the answer is probably no. Our tastes however, do pick certain cereals over others. In any this country we eat more wheat than/other cereal.

121. FREYMAN: Is it better for me to eat whole wheat bread than to eat enriched white bread?
122. LOGAN: Assuming that you're^s/perfectly normal, healthy person... eat whatever kind you prefer..enriched white, whole wheat or whole rye. If you choose whole wheat bread....be sure it really is whole wheat.
123. FREYMAN: I'd like to go back to that matter of enriched bread and enriched flour again Colonel Logan.
124. LOGAN: All right, Mrs. Freyman.
125. FREYMAN: How many vitamins...that is, what percent of your daily vitamin needs does enriched bread give you?
126. LOGAN: Six slices of enriched bread will give most people about a fourth to a third of their daily requirement of thiamin, niacin and riboflavin.
127. FREYMAN: Is there any danger of getting too many...too much, of thoes vitamins?
128. LOGAN: No, you don't have to worry about that, Mrs. Freyman.
129. FREYMAN: That happens when a person doesn't get enough?
130. LOGAN: A lack of thiamin could cause nervousness and a prolonged, severe shortage would cause beri-beri, a serious nerve disease.
131. FREYMAN: And a lack of niacin?
132. LOGAN: A severe shortage of niacin would cause pellagra...a most uncomfortable and serious disease.
133. FREYMAN: What occurs when there's too little riboflavin in our foods?
134. LOGAN: Oh.. there may be cracks at the corners of the mouth. The lips may appear to be chapped and frequently the eyes become blood-shot at the corners and vision may be impaired. However, so far as we know now, no very terrible things happen due to riboflavin deficiency.

135. FREYMAN: But you feel better when you have enough?
136. LOGAN: Oh yes,....it is another valuable member of the team of foods, Mrs. Freyman.
137. FREYMAN: Well, teamwork is a mighty helpful thing.
138. FREYMAN: Certainly. And I want to drive home that point again about foods. Take these Group Six foods....the cereals....
139. FREYMAN: Yes?
140. LOGAN: They're important, ^{very important....} but to get your adequate diet you must also include foods from the other six groups.
141. FREYMAN: Eat at least one from each of the Basic Seven Groups every day.
142. LOGAN: You can hardly say that too frequently. We know how important it is to have BALANCE in airplanes...but we seem to have a hard time accepting the fact that we need BALANCE in our foods too.
143. FREYMAN: I see what you mean and thank you very much for being with us today on CONSUMER TIME, Colonel Logan.
144. LOGAN: I was glad to be here, Mrs. Freyman.
145. FREYMAN: Oh, Johnny, Johnny Smith.....
146. JOHN: Yes, Mrs. Freyman.
147. FREYMAN: Don't forget to remind your friends that for a really fine booklet on Homemade Bread, Cake and Pastry, they can get one free by writing to.....
148. JOHN: To CONSUMER TIME, War Food Administration, Washington (25) D. C. And be sure to include name, address and station call letters.
149. FREYMAN: That's it...and for next week....
150. JOHN: For next week...overseas Christmas gifts...what the men in the Armed Forces want...told by men who have served overseas themselves,

151. FREYLA N:

I'll see you next week on CONSUMER TIME.

152. ANNOUNCER:

Suppose some one offered you a 30 page FREE booklet on Homemade Bread, Cake and Pastry which had been prepared and tested and tried out by the best home economists the United States Government was able to hire. Wouldn't you want it? Well...that's just what's happened. For the free complete, practical and thrifty 30 page booklet on Homemade Bread, Cake and Pastry...just write CONSUMER TIME, War Food Administration, Washington (25) D. C. Be sure to include your name, address and radio station call letters. Over a hundred recipes and methods for thrifty, tasty home baking.

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Script by Granville Dickey.

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